**JUST Capital Harris Poll**
**Business Roundtable Purpose Statement Anniversary**
**Just Business Index**
**FINAL TOPLINE & METHODOLOGY**
**Wave 1: July 20-22, 2020**
**N = 2,003**

**Q1**
In your opinion, how much responsibility do large, public companies have to behave in ways that consider their impact on each of the following groups?

| (N= 2,003) | A Great Deal/ Some (Net) | A great deal | Some responsibility | A little responsibility | No responsibility |
|---|---|---|---|---|---|
| Employees/Workers | **82%** | 55% | 18% | 11% | 6% |
| Customers/Clients | **82%** | 54% | 28% | 12% | 7% |
| The environment, natural resources like air, water, land | **79%** | 50% | 29% | 13% | 8% |
| The local community / communities in which they operate around the world | **78%** | 41% | 38% | 14% | 7% |
| Investors / shareholders | **78%** | 44% | 34% | 14% | 7% |

**Q2**
Please consider the following definition when answering the next few questions about large, public companies:

*A "just" company operates in a way that not only serves its shareholders, but supports its workers, customers, the environment, and the communities it impacts both locally and globally, even if it comes at a cost to the company.*

Based on this definition, what proportion of large, public companies do you think are "just?" Your best estimate is fine based on anything you know or may have seen, heard or read.

**(N= 2,003)**

| | |
|---|---|
| None | 2% |
| 1-24 percent | 22% |
| 25-49 percent | 24% |
| 50-74 percent | 34% |
| 75-100 percent | 17% |
| *Mean* | *45%* |
| *Median* | *50%* |

**Q3**

When it comes to large, public companies, do you think they are generally becoming...?

**(N= 2,003)**

| | |
|---|---|
| **MORE JUST (NET)** | **42%** |
| Much more just | 8% |
| Somewhat more just | 34% |
| **NO CHANGE** | **28%** |
| **LESS JUST (NET)** | **29%** |
| Somewhat less just | 20% |
| Much less just | 10% |

**Q4**

Thinking about large, public companies as a whole, what grade would you give them on how just they are?

**(N= 2,003)**

| | |
|---|---|
| A | 18% |
| B | 36% |
| C | 33% |
| D | 10% |
| F | 3% |

**Q5**

Overall, what kind of impact do you think large, public companies are having on...?

| (N= 2,003) | **Very/ Somewhat Positive (Net)** | Very positive | Somewhat positive | No impact | Somewhat negative | Very negative |
|---|---|---|---|---|---|---|
| Their shareholders | **72%** | 26% | 46% | 18% | 8% | 2% |
| Taking care of its customers | **67%** | 19% | 48% | 19% | 11% | 3% |
| Supporting local communities | **57%** | 16% | 42% | 26% | 17% | 13% |
| The health and well-being of their workforce | **56%** | 18% | 38% | 20% | 19% | 5% |
| Society overall | **49%** | 14% | 36% | 26% | 19% | 5% |
| The financial well-being of its workers, especially the lowest-paid | **47%** | 15% | 33% | 21% | 23% | 8% |
| The environment | **42%** | 14% | 27% | 21% | 27% | 10% |

**Q6**

In your opinion, how important is it for large, public companies to...?

| (N= 2,003) | **Very/ Somewhat important** | Very important | Somewhat important | Not very important | Not at all important |
|---|---|---|---|---|---|
| Build an economy that allows each person to succeed through hard work and creativity | **88%** | 60% | 29% | 8% | 4% |
| Promote an economy that serves all Americans | **87%** | 57% | 30% | 9% | 4% |
| Build an economy that allows each person to lead a life of meaning and dignity | **86%** | 53% | 33% | 9% | 4% |

**Q7**

And how well do you think today's large, public companies are doing on each of the following?

| (N= 2,003) | **Very/ Somewhat well** | Very well | Somewhat well | Not very well | Not well at all |
|---|---|---|---|---|---|
| Build an economy that allows each person to succeed through hard work and creativity | **63%** | 20% | 43% | 29% | 8% |
| Promote an economy that serves all Americans | **58%** | 22% | 37% | 32% | 9% |
| Build an economy that allows each person to lead a life of meaning and dignity | **60%** | 20% | 39% | 32% | 8% |

**Survey Methodology**

This survey was conducted online within the United States by The Harris Poll in partnership with JUST Capital from July 20-22, 2020 among 2,003 U.S. adults ages 18 and older. Respondents are selected among those who have agreed to participate in The Harris Poll surveys.

The data is weighted to reflect the composition of the adult population. Results are weighted for age within gender, region, race/ethnicity, household income, education, employment, marital status, and size of household where necessary to align them with their actual proportions in the population. Propensity score weighting is also used to adjust for respondents' propensity to be online. Because this survey uses an opt-in, non-probability sample based on those who agreed to participate in the online panel, no confidence intervals or margin-of-error estimates can be calculated. Note: Numbers might not sum to 100% due to rounding.

For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Jennifer Tonti, Managing Director, Survey Research & Insights.